

UK Internet Users

- eMarketer's report puts the 2009 online population at 39.4 million, up 1.3 million since 2008
- In 2010, this number will increase to 40.7 million, which will account for 66.2% of the total population
- eMarketer further predicts that by 2013, 43.7 million people will be online in the UK, taking overall penetration to 70.7%

UK Internet Users and Penetration, 2008-2013 (millions and % of population)

2008	38.1 (62.6%)
2009	39.4 (64.5%)
2010	40.6 (66.2%)
2011	41.7 (67.8%)
2012	42.8 (69.5%)
2013	43.7 (70.7%)

Note: an Internet user is a person of any age who uses the Internet from any location at least once per month
 Source: eMarketer, February 2009

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www.eMarketer.com

Online Activities of UK Users

- 87% of UK Internet users surveyed said that email was the most popular activity
- Almost 84% said they went online to find information about goods and services
- 63% of respondents (close to two-thirds) booked their travel and accommodation on the Web
- 49% use the Internet to complete banking transactions

Online Activities of UK Adult Internet Users, 2008 (% of respondents)

